

Suggested Marketing Activities

Activities Suggested by Texas School Food Service Association's Nutrition Education Committee

- Picnic Day
 - Take your meal service outside and have a picnic.
 - Grill burgers outside or have students eat lunch on their favorite blanket.
 - Decorate with flowers, trees, insects, etc.
 - Have a game of hopscotch (food guide pyramid style).
- Spring Sports Day
 - Decorate using spring sports themes such as baseball, football, soccer, etc.
 - Ask local athletes to greet students or sign trading cards.
 - Have a friendly relay competition.
- Family Day
 - Decorate using board games, set checker and chess board games or puzzles for students to play with.
 - A game of "Twister" might be fun.
- Circus Day
 - Decorate with a circus theme.
 - Dress up like clowns. Decorate using stuffed animals and balloons.
 - Encourage a game of jump rope.
- Fishing Day
 - Decorate with rod and reels, plastic fish bowls with fish, hang fish dangles from the ceiling. Give an underwater atmosphere by hanging fishnets, starfish, boats, etc.
 - Ask for environmental groups to make a presentation or visit a fish farm.
 - Encourage a game of leapfrog.

Publicity/Public Relations

- Promote your program to the local media and the community. Use the press release to inform the media. Invite television, radio and newspaper reporters to lunch. Be prepared with statistics of your program and nutrition analyses of the menus.
- Work on a special feature about school lunch for the school or community newspaper. Describe the innovative practices you are doing in your district, including how you are providing more choices and making school meals healthier.
- Create an announcement flier or duplicate the coloring page. Post throughout the school to let customers know there's a special event coming.
- Distribute PSA's on school lunch to local radio stations for broadcast. Or have students announce them over the P.A. system at school.
- Give a brain teaser / trivia question before announcing the day's menu. Give the answer near the end of the school day or at the end of lunch.

Publicity/Public Relations, cont.

- Take the opportunity to introduce your foodservice staff to students. Introduce each one by name and have the students and staff give them a round of applause.
- Duplicate and distribute information flier for teachers and principals.
- Get together with other districts in your area and visit radio and TV stations promoting school lunch. Deliver a sack lunch to each radio or TV personality and be ready to discuss the importance of eating a nutritious lunch and what your program offers.
- Make a Nutrition Education Resource Cart filled with the nutrition education lessons in this website along with materials they might need to do these lessons. Make the cart available to teachers on loan.
- Reward teachers who used the nutrition education lessons with a coupon for a free school lunch.
- Take pictures and keep a record of your school's Texas School Lunch Week activities. Share them with the state office and local media.



Promotion Activities

- Hand out incentives (see *Marketing and Merchandising Resources*). Give away to lucky tray or bell ringer winners.



- Think of Texas School Lunch Week as a cafeteria open house. Invite parents and grandparents to come eat lunch with their child. Invite city and county officials to help celebrate. Invite local media personalities to lunch. Schedule student and parent tours through the kitchen.

- Use coupons to reward customers. Write in what coupon can be used for ("good for one cookie", cents-off, etc.). Punch coupon each time customer eats lunch.
- Invite local "celebrities" to be guest servers. Or invite a high school sports team to visit and sign autographs for students.
- Put some pasta in a large jar and have students guess the number the jar contains. The closest guess wins a prize or a coupon for a free lunch.
- Hand out coloring page to participants on a particular day. Award prizes to students who turn in colored page to hang up in cafeteria. Or hold a coloring contest selecting winners from each grade or class. Invite "celebrity" judges (superintendent, principal, foodservice director, mayor, etc.) to judge entries.
- Have a Customer Appreciation Day. Provide managers with treats or incentives to thank customers for their business.
- Plan a kids-run-the-cafeteria day where menus and activities are planned by the students.

Promotion Activities, cont.

- Bring a Buddy for Lunch! Select a day where regular customers bring a friend to lunch and either receive a meal at no charge or a discount coupon. Conduct a drawing of all the “Buddies” and award a special prize.
- Hand out plain white sacks to classes and have students decorate sacks. Use the sacks on a selected day. Students will have fun seeing all the different designs!

Secondary School Activities

- Punch coupon each time a student eats in the cafeteria or give an entry form to customer each time they eat lunch. At the end of the week, hold a drawing for prizes. The prizes could include any of the following:
 - limousine ride to homecoming or other special event
 - music CD's or gift certificates to music store
 - video rental gift certificates
 - movie passes
 - memorabilia from school or local university
 - backpack
 - sweatshirt/t-shirt
- Replay videotapes from school athletic sporting events (basketball, baseball, softball, etc.) during serving time to grab the students' attention.

